

ADVERTISEMENT

Welcome to
the Advertising Men

NEW YORK UNIVERSITY is host to-day to members of the National Association of Teachers of Advertising, who are holding a sectional conference in this city while a similar conference for Western members is held at the University of Wisconsin. I am glad to welcome the members of this Association.

Since I have been writing these little talks I have gained a feeling of warmer sympathy with all advertising men and their work. I have learned something of the fascinations—as well as the difficulties—of the profession.

I think I understand better the economic value of this great business force now that it has enabled me to talk three times a week for the past five weeks to some 600,000 friends of New York University—and all at a fraction of the cost of sending each of them a single postcard.

I can appreciate the reasons that impel any manufacturer to spread abroad through the columns of our newspapers and magazines the information about his worthy products. I can believe, too, that this information is often of real service to the public in guiding them to wise decisions regarding their expenditures and investments.

Many advertising men, I am told, were formerly teachers. The two professions seem to me to have a great deal in common. Advertising men have it in their power to educate millions of people not only in an intelligent use of commodities but in well-considered habits of thought and action.

The force of advertising, like other powerful forces, is no doubt in some cases used wrongfully as well as wisely, but I have become convinced that the light of publicity is generally a safeguard for those who seek genuine service as well as for those who render it.

I believe, also, that the teachers of advertising can make a valuable contribution to the education of our future business men by teaching them how to use the force of advertising intelligently, effectively, and for the benefit of humanity. Their conference today has our best wishes and hearty support.

Ever Edith L. Brown

Chancellor,
New York University.

No. 10 in a series of informal talks published in this column every Wednesday and Friday in the interests of the New York University Extension Fund, 512 Fifth Avenue, New York City.

FRANK
PARTRIDGE

26 King Street, St. James's
London

Objects of Art
Old English Furniture
Chinese Porcelains
Tapestries

6 West 56th Street



This brilliant colored door-stop costs \$2.50

PEARLS from the ocean, silks from the Orient, and gifts for all occasions from Ovington's—three excellent examples of fine things coming from their proper places.

OVINGTON'S
"The Gift Shop of 5th Ave"
Fifth Avenue at 39th St.

INGERSOLL
\$1.25 RADIOLITE

WALTER & CO.
122 Broadway, N. Y.
177 Broadway, N. Y.
(2 stores)

\$100,000 for
Transit Law
Attack Denied

Aldermen, in Lively Battle in Final Session of Present Board, Refuse to Vote for Appropriation

Urged by La Guardia

Ferrand and Quinn Defend Republican Party Against President's Attack

Funeral exercises, so termed by several of the retiring aldermen, were held yesterday for the 1921 Board of Aldermen at its last meeting in City Hall. The ceremony, however, developed into a lively wake before the last speech of farewell, was made, Major F. H. La Guardia, president of the board, arrived on the steamship Mexico from Havana in time to reach the dramatic chamber and add to the excitement by attacking the Republican members.

The retiring aldermanic president came in and relieved Vice-Chairman Kenneth of the chair during a heated discussion of the application of John P. O'Brien, former Counsel, for \$100,000 to pay the expenses for the test the city is making in the courts of the constitutionality of the Transit Commission law. Most of the Republican members had voted against the appropriation and the required fifty-five votes were not forthcoming for its passage. Major La Guardia requested an immediate reconsideration of the vote. He admonished the Republicans to stand by their former declarations for home rule and vote for the appropriation.

La Guardia Warns Republicans

"Don't vote this resolution down six weeks after election," said the Aldermanic President. "Every member of this side of the house stated to the electors before election that he believed in home rule. Now what you have an opportunity to show that you are for home rule vote for this resolution. The Republican party is either to stand by some rule or you are going to lose the confidence of the people forever."

Referring to George McAneny, chairman of the Transit Commission, President La Guardia said he did not care what he said about the proposed transit plan. He declared that at Mr. McAneny was the author of the "preferential" law, the most disgraceful thing that ever happened in this city. The question of increased fare was at stake, he said, and had not been disposed of. With only a few more days in office, he declared he wanted to leave and "be able to look the people of the city in the face."

Alderman August Ferrand, Republican minority leader, who goes out with the present board, in reply to La Guardia declared that he had no apologies to make for the Republican party.

Praise for Governor Miller

"No individual, or set of individuals, is bigger than the Republican party," said Alderman Ferrand. "I am proud of the Republican party and the Republican Governor, and I'm going to see the Republicans in this board to support the Republican party and stand by the Democratic party and the Republican party."

Alderman William F. Quinn supported Alderman Ferrand's attitude. He declared that the difference between the Democratic party and the Republican party was that the Democrats stood for the appeal to the mob and popularity while the Republicans stood for the appeal to the mob and popularity. He said he was proud of such a Governor as Mr. Miller, who was trying to solve a problem that the Democratic city administration has been trying to solve for four years without success.

"We have no fear of Mr. La Guardia's stand on this question," said Alderman Quinn. "If he still remains a Republican, I'll say that in 1922 Governor Miller will be re-elected and the Republican party will remain in power and will, some day, probably be elected President of the United States."

Alderman E. J. Vanecko, Socialist, said that he believed "Governor Miller is the best Republican Governor Tammany Hall ever had." The Socialist Alderman said that the resolution had given the retiring members of the board a chance to prove the board and he didn't blame him for taking advantage of the opportunity.

Resolution Is Lost

"I'd rather give John P. O'Brien (Corporation Counsel) \$100,000 to cut his own throat than to give a million to the city," said Alderman Jacob W. Friedman, Republican. "If \$100,000 will remedy the evil I'm for giving it to him and letting him have all the rope he wants to hang himself."

A second roll call failed to get the required number of votes, and the resolution was lost.

Practically all the Aldermen who failed of reelection in November, or one other reason do not continue in service next year, delivered farewell addresses, saying nice things about their political opponents and wishing the Happy New Years. While the Republican membership in the present board was cut down from twenty-six to twelve at the last election, there are several veteran Democratic Aldermen retiring. Michael Stapleton, Democrat, from the old 2d Aldermanic District, Manhattan, is the oldest in service of the retiring Aldermen in the board, having represented the district for eighteen years.

William P. Kennedy, Democrat, with twelve years' service from the "Gas House" District and Vice-Chairman of the board, is on the retired list. John E. McCourt, Democrat, from the 5th District, with ten years' service, was defeated for reelection by less than a majority, as was Bernard Donnelly, with eight years of service from the old 1st District.

No Socialists on New Board

The only Republican of long standing to leave the board is August Ferrand, of the 45th District, Brooklyn, who was defeated for reelection by less than 300 votes after ten years of service. The five Socialist Aldermen, who have represented the Socialist party for the last six years, were defeated for reelection. The new board, which meets January 2 for organization, will be composed of fifty-three Democrats and twelve Republicans. In the retiring board there are thirty-seven Democrats and twenty-six Republicans and five Socialists.

Alderman Quinn, who is coming back, interrupted the otherwise affable exchange of courtesies and New Year's greetings by announcing that he understood the Democrats, "drunk with power," were planning to seat the twelve Republican Aldermen next year in the back row of the large Aldermanic Chamber. He pointed his remarks at Alderman Charles A. McManus, who at the close of the Democrats yesterday was chosen to arrange the seating for the new board.

"The Republican Aldermen have the same right in this board as the Democrats," said Alderman Quinn, "but I understand the Democrats, drunk with power, have decided that the best seats can get are in the back row, where we can't hear anything at all. They are not giving us as much consideration as the Socialist Aldermen have had."

Alderman McManus said when he entered the board in 1916 and the Republicans were in power, he had to be satisfied with the back row, where we can't hear anything at all. They are not giving us as much consideration as the Socialist Aldermen have had."

Farewell of La Guardia

In his farewell address to the board President La Guardia complimented all the members for their respectful and fair treatment of him as presiding officer. He declared, however, that he had spoken some of the harshest words in his life, and he was proud of it. He said he was proud of the city and the people of the city.

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Mayor's Sudden Opposition

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Another subject of large economic importance which the next Legislature will consider is the development of the water power of the state. Governor Miller has spent considerable time this summer on this matter, and it is known that his views have been whittled into shape and will be ready for introduction a week from to-day.

The Democrats have decided to reintroduce the Walker-Merrigan hydro-electric amendment of last year. This provides for the development of the water power of the state by the sale of the electric energy direct to the consumers, public and private, thus eliminating the private water power owners.

Plan for Supply Purchase

One of the measures which the Governor will press for pass are in the interest of economy is the creation of a state purchasing agency through which all supplies for the state will be obtained. One of its functions will be the standardizing of supplies. There has been attempt made, under the order of the Governor to the heads of his various departments, to bring about a standardization of goods bought by the state, with the result that considerable savings have been effected through this means.

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Woman Among
Four Killed by
Wood Alcohol

(Continued from page one)

kept under the milk chocolate case. The same agents arrested Thomas Jennings, bartender, and Thomas Howell, owner of a saloon at 744 Third Avenue, on charges of selling liquor. They handed a summons to Edward McCarthy, alleged bartender in a saloon in a private house at 238 East Forty-sixth Street.

Prohibition agents in Newark seized a carload shipment of 600 cases of bonded whiskey, valued at \$50,000, yesterday. The shipment was consigned to the Alexander Seider Company, a drug concern, of 2 Orange Street.